

The Wisconsin Ethics Commission is providing the below information pursuant to §Wis. Stat. 13.685(7). Please visit the *Eye On Lobbying* website, <https://lobbying.wi.gov>, for more detailed information about lobbyists, lobbying principals (organizations), and state agency liaisons.

New Lobbying Principals

1/19/2021 - 1/26/2021

Principal Name	Mailing Address	Area Of Interest
American Adjuster Association	1626 Washington Street, Denver, CO, 80203	Areas affecting and dealing with insurance regulation, the legal environment and policyholder rights.
American Kratom Association	5501 Merchants View Sq #202, Haymarket, VA, 20169	issues related to legalization, use, marketing and manufacturing of Kratom
Americash Loans of WI, LLC	2400 E. Devon Avenue, Des Plaines, IL, 60018	Legislation relating to consumer finance and the retail financial services industry.
Common Cause in Wisconsin	P O Box 2597, Madison, WI, 53701	Legislation and rules concerning campaign finance, elections, ethics of public officials, regulation of lobbyists and government operations.
Fairbanks Morse	701 White Avenue, Beloit, WI, 53511	Issues relating to corporate taxes, workforce, business and environmental regulations, as well as initiatives and state programs dealing with manufacturing, business development, workforce training and safety.
Forward Janesville, Inc.	14 S. Jackson Street, Suite 200, Janesville, WI, 53548	Transportation and infrastructure, fiscal and tax issues, education, workers compensation, economic development and workforce development, health care issues, government spending, budgetary matters, and government regulation.
Hospital Sisters Health System - Wisconsin (HSWS-WI)	855 S. Main St, Oconto Falls, WI, 54154	Health Care.

Principal Name	Mailing Address	Area Of Interest
League of Women Voters of Wisconsin	612 W. Main Street, Suite 200, Madison, WI, 53703	<p>Government: Citizens' Rights, including voting rights, citizen rights and right to privacy in reproductive choices Ballot Design Government Structures & Procedures, including redistricting and other issues County Government Administration of Justice Government Financing</p> <p>Natural Resources: Standards & Enforcement Energy Air & Land Policies Solid Waste Management Water Quality Pesticides Great Lakes Ecosystem</p> <p>Social Policy: Education Equality Health Care & Mental Health Lending Industry Practices Community Policy (formerly Urban Policy) Human Trafficking</p>
Michael Fields Agricultural Institute	P. O. Box 990, East Troy, WI, 53120	We will work on budget and administrative initiatives supporting soil health, including matters pertaining to small grains, cover crops, grass-based agriculture, and rural and urban enterprise development in those areas.
New Venture Fund	1201 Connecticut Ave NW, Suite 300, Washington , DC, 20036	Automatic voter registration
PLS Financial Services Inc.	One South Wacker Drive, 36th Floor, Chicago, IL, 60606	Legislative issues concerning and related to consumer finances and the retail financial services industry.
Secure Elections Project	130 Neill Ave Ste E, Helena, MT, 59601	All matters relating to election reform.
WAVE Educational Fund	PO Box 170393, Milwaukee, WI, 53217	Prevention of suicide, homicide and accidental firearm injuries and deaths through community violence prevention program, firearms regulation and suicide prevention programs.
Wisconsin Academy of General Dentistry	S76W18538 Kinston Drive, Muskego, WI, 53150	Healthcare, oral healthcare, regulation, licensing business practices
Wisconsin County Treasurer's Association (WCTA)	206 Court St, Chilton, WI, 53014	Policy/monetary decisions affecting State and Local finance, property assessment, land information.

Principal Name	Mailing Address	Area Of Interest
Wisconsin Dental Hygienists Association	6510 Grand Teton Plaza, Suite 312, Madison, WI, 53719	Representing dental hygienists in the areas of health care reform, managed care, oral health care issues, regulatory and licensing issue impacting dental hygienists, continuing education, and government and non-government third party insurance matters.
WISCONSIN GENETIC COUNSELORS ASSOCIATION, Inc	8701 W Watertown Plank Rd, Milwaukee, WI, 53226	Educate and raise the awareness of opinion leaders and public officials on the issues related to the licensing of Genetic Counselors as healthcare providers.
Wisconsin Optometric Association	6510 Grand Teton Plaza, Ste 312, Madison, WI, 53719	Health care, insurance, managed care and licensing & regulating of doctors of optometry. Implementation of national health care reform. Optometry scope and practice.
Wisconsin Technical College District Boards Association Inc	22 N Carroll St, Ste 103, Madison, WI, 53703	Technical colleges, technical career and adult education, higher education, K-12, job training, workforce and economic development, professional regulation and licensing, taxation, local governments, boards and public officials.
Wisconsin Trust Account Foundation, Inc.	4600 American Pkwy Ste 104, Madison, WI, 53718	We anticipate educating policymakers on the need for civil legal aid in Wisconsin and requesting appropriate State investment in such services via the biennial budget process.

New Licensed Lobbyists

1/19/2021 - 1/26/2021

Lobbyist Name	Licensed Date
Bongiorno, Michael	1/21/2021
Bottari, Mary	1/20/2021
Collins, Martha	1/22/2021
Cook, Andrew	1/20/2021
Cronmiller, Debra	1/25/2021
Cunningham, Daniel	1/21/2021
Gardner, Benson	1/25/2021
Goodsell, Wade	1/22/2021
Groh, Chris	1/22/2021
Heck Jr, James	1/22/2021
Kittell, Emily	1/22/2021
Lally, David	1/19/2021
Madorsky, Alexander	1/22/2021
Merrifield, Layla	1/20/2021

Lobbyist Name	Licensed Date
Moede, Peggy	1/19/2021
Ross, Bruce	1/19/2021
Theo, Peter	1/25/2021
Wildermuth, Jordan	1/22/2021
Wilson, Bobbi	1/19/2021

New Lobbyist Authorizations

1/19/2021 - 1/26/2021

Lobbyist Name	Principal Name	Authorized Date
Baas, Steve	Metropolitan Milwaukee Association of Commerce	1/19/2021
Bottari, Mary	City of Madison	1/20/2021
Brooks, Bryan	WISCONSIN GENETIC COUNSELORS ASSOCIATION, Inc	1/25/2021
Cornelius, Tamarine	Kids Forward	1/25/2021
Cronmiller, Debra	League of Women Voters of Wisconsin	1/25/2021
Cunningham, Daniel	Forward Janesville, Inc.	1/22/2021
Davis, Andrew	Metropolitan Milwaukee Association of Commerce	1/19/2021
Fitzgerald, Jeff	WISCONSIN GENETIC COUNSELORS ASSOCIATION, Inc	1/25/2021
Gard, John	Wisconsin Construction Group	1/19/2021
Gardner, Benson	Wisconsin Trust Account Foundation, Inc.	1/25/2021
Giegerich, Jennifer	Wisconsin Conservation Voters	1/19/2021
Heck Jr, James	Common Cause in Wisconsin	1/22/2021
Hogan, Rebecca	Wisconsin Academy of Physician Assistants	1/19/2021
Hubbard, Gregory	American Kratom Association	1/20/2021
Krome, Margaret	Michael Fields Agricultural Institute	1/19/2021
Kussow, Michelle	Wisconsin Conservative Energy Forum	1/19/2021
Lally, David	Hospital Sisters Health System - Wisconsin (HSHS-WI)	1/19/2021
Langenohl, Tony	Secure Elections Project	1/21/2021
Lee, Misha	Fairbanks Morse	1/19/2021
Levendofsky, Nicholas	Wisconsin Farmers Union	1/19/2021
McCoshen, William	Secure Elections Project	1/21/2021
Merrifield, Layla	Wisconsin Technical College District Boards Association Inc	1/21/2021
Moede, Peggy	American Adjuster Association	1/19/2021
Moede, Peggy	Americash Loans of WI, LLC	1/19/2021
Moede, Peggy	PLS Financial Services Inc.	1/19/2021

Lobbyist Name	Principal Name	Authorized Date
Mokler, Christopher	Wisconsin Apartment Association (formerly Wisconsin Rental Housing Legislative Council)	1/21/2021
Moore, Thomas	Wisconsin Academy of General Dentistry	1/20/2021
Munger, Sam	New Venture Fund	1/21/2021
Natzke, Ryan	Marshfield Clinic Health System	1/19/2021
Romportl, Daniel	American Kratom Association	1/20/2021
Romportl, Daniel	Sunovion Pharmaceuticals Inc.	1/19/2021
Rose, Heidi	WAVE Educational Fund	1/19/2021
Schreibel, Thomas	Milwaukee Public Museum	1/19/2021
Taffora, Brian	Milwaukee Public Museum	1/19/2021
Theo, Peter	Wisconsin Dental Hygienists Association	1/25/2021
Theo, Peter	Wisconsin Optometric Association	1/25/2021
Wilson, A.J.	American Kratom Association	1/20/2021